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June 23, 1998

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> > WRITER'S DIRECT

812-0474

BY HAND DELIVERY

Magalie Roman Salas, Esquire Secretary Federal Communications Commission 1919 M Street, N.W., Room 222 Washington, DC 20554

Re:

Petition for Rulemaking

Manhattan, Montana

Dear Ms. Salas:

Transmitted herewith on behalf of Manhattan Broadcasting Company are an original and four copies of its Petition for Rulemaking requesting the Commission to amend the FM Table of Allotments to allot Channel 289A to Manhattan, Montana, as that community's first local broadcast service.

Should any questions arise concerning this matter, please communicate directly with this office.

Very truly yours,

Andrew S. Kersting

Counsel for

Manhattan Broadcasting Company

Enclosures

cc (w/ encl.): Certificate of Service (by hand)

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Federal Communications Commission

JUN 2 3 1998

WASHINGTON, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of)	
)	
Amendment of Section 73.202(b),)	MM Docket No.
Table of Allotments,)	RM No.
FM Broadcast Stations,	j	
(Manhattan, Montana))	

To: Chief, Allocations Branch

PETITION FOR RULEMAKING

Manhattan Broadcasting Company ("MBC"), by counsel, and pursuant to Section 1.401 of the Commission's rules, hereby requests the Commission to institute a rulemaking proceeding for the purpose of amending the FM Table of Allotments to allot Channel 289A to Manhattan, Montana, as that community's first local broadcast service. Thus, MBC proposes to amend Section 73.202(b) of the Commission's rules as follows:

Channel No.

City	Present	Proposed
Manhattan, Montana		289A
In support of this request, the following	g is stated:	
TT C. S. S. J 3. S	. 1	

The city of Manhattan, Montana, is an incorporated community located in Gallatin County, which has a 1990 U.S. Census population of 1,034. Manhattan has its own City Garage, City Hall,

¹ Source: Rand McNally Commercial Atlas & Marketing Guide, p. 411 (127th ed.) (1996).

police department, volunteer fire department, library, and post office.² The Manhattan yellow pages indicate that the community also has its own senior center, five churches, and one Christian school. With respect to medical and other health care facilities, the yellow pages list one family clinic with three practicing physicians, one back and neck clinic, one dentist, and one retirement home.

As a representative example of some of the business and other commercial establishments located within the community, the Manhattan yellow pages contain listings for six restaurants, two grocery stores, one bar, a motel, an overnight ranch, a vacation guest house, and a camp ground. The yellow pages also list at least seven other business establishments, including a car dealer, hardware store, lumber company, equipment company, and florist. Other commercial and professional services in Manhattan are offered by a bank, three accounting and bookkeeping firms, three insurance agents, and a travel agent.

As demonstrated in the attached engineering materials, the proposed site meets the minimum distance separation requirements with respect to all known licenses, construction permits, open allotments, pending applications, and pending rulemaking petitions. *See* Attachment B, p. 1. The engineering exhibit also demonstrates that, from the specified reference coordinates, the proposed station would provide a coverage contour in excess of the required 70dBu over the entire community of license. *Id.* at 2.

As stated above, the allotment of Channel 289A will provide Manhattan with its first local transmission service, which will promote the objectives of Section 307(b) of the Communications Act of providing a fair, efficient and equitable distribution of broadcast stations among the various

² Unless otherwise indicated, all of the information contained herein regarding the community of Manhattan has been obtained off the Internet (search address: *Yahoo Yellow Pages* - Manhattan, MT 59741). *See* Attachment A hereto.

states and communities,³ and promote the third allotment priority established in *Revision of FM*Assignment Policies and Procedures, 90 FCC 2d 88, 91 (1982).⁴

In the event this petition requesting the allotment of Channel 289A at Manhattan, Montana, is granted, MBC will file an application for a construction permit for the new station, and, if its application is granted, will promptly construct the new facility.

WHEREFORE, in light of the foregoing, Manhattan Broadcasting Company respectfully requests that the Commission GRANT this petition for rulemaking, AMEND the FM Table of Allotments, and ALLOT Channel 289A to Manhattan, Montana, as that community's first local broadcast service.

Respectfully submitted,

MANHATTAN BROADCASTING COMPANY

By: Frank R. Jazzo
Andrew S. Kersting

Its Counsel

Fletcher, Heald & Hildreth, P.L.C. 1300 N. Seventeenth Street, 11th Floor Arlington, Virginia 22209 (703) 812-0400

June 23, 1998

c:\...jazzo\rm\Manhattan.pet

³ 47 U.S.C. §307(b). See National Broadcasting Co. v. U.S., 319 U.S. 190, 217 (1943) (describing a goal of the Communications Act to "secure the maximum benefits of radio to all the people of the United States); FCC v. Allentown Broadcasting Co., 349 U.S. 358, 359-62 (1955) (describing a goal of Section 307(b) to "secure local means of expression").

⁴ The criteria for determining the comparative preferability of a proposed FM allotment are (1) first full-time aural service; (2) second full-time aural service; (3) first local service; and (4) other public interest matters. 90 FCC 2d at 91.

Attachment A

Selected Excerpts from Internet Yellow Pages

Manhattan, MT

Change City

<u>Top</u>: <u>Community</u>: Libraries 1 to 1 of 1 <u>Find Near You</u>

Business Name

Address

City

Phone

Manhattan Library

103 S Broadway St

Manhattan, MT

(406)

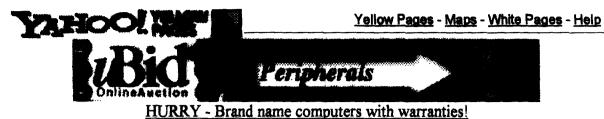
284-6363

Beyond Manhattan

New search:	
	Search Now
search by: Business Name Yellow Pages Category	

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110 Rect - Draile name computers with warranties:

Manhattan, MT

Change City

<u>Top</u>: <u>Community</u>: Post Offices

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

US Post Office

120 W Railroad Ave S

Manhattan, MT

(406)

284-6585

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		Search Now
search by: Business Name	Yellow Pages Category	

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and acrosming?

Manhattan, MT

Change City

<u>Top</u>: <u>Community</u>: <u>Religion</u>: Organizations

1 to 5 of 5 Find Near You

Business Name	Address	City	Phone
Bethel Christian Church	6040 Bethal Dr	Manhattan, MT	(406) 282-7445
Gallatin Valley Church	215 N 4th St	Manhattan, MT	(406) 284-6211
Manhattan Bible Church	123 S 5th	Manhattan, MT	(406) 284-3210
Manhattan Christian Reformed	7950 Churchill Rd	Manhattan, MT	(406) 282 -7968
Manhattan Presbyterian Church	216 N Broadway	Manhattan, MT	(406) 284-6961

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	Search Now
search by: Business Name Yellow Pages Category	

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Manhattan, MT

Change City

<u>Top</u>: <u>Community</u>: <u>Government</u>: Fire Protection

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Manhattan Fire Dept

Po Box 911

Manhattan, MT

(406)

284-6224

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search by: Business Name Yellow Pages Category	

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Manhattan, MT

Change City

<u>Top</u>: <u>Community</u>: <u>Government</u>: General

1 to 3 of 3 Find Near You

Business Name	Address	City	Phone
Logan Landfill		Manhattan, MT	(406) 2 84-6 028
Manhattan City Garage	107 S 7th	Manhattan, MT	(406) 284-3278
Manhattan City Hall	103 S Broadway St	Manhattan, MT	(406) 284-3235

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	Search Now
search by: Business Name Yellow Pages Category	

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TAHOO! INT	Yellow Pages - Maps - White Pages - Help
Maria de Caración	

Change City

<u>Top</u>: <u>Community</u>: <u>Government</u>: <u>Law and Justice</u>: Law Enforcement

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Manhattan Police Dept

112 S Broadway

Manhattan, MT

(406)

284-6630

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		Search Now
search by: Business Name	Yellow Pages Category	

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Manhattan, MT Change City

Top: Community: Senior Services

1 to 1 of 1 Find Near You

Business NameAddressCityPhoneManhattan Senior Ctr102 E Railroad Ave SManhattan, MT(406)
284-6501

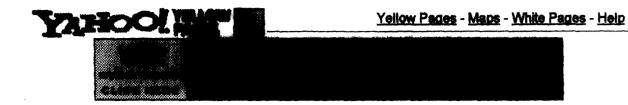
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New search:		
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search by: Business Name	Yellow Pages Category	

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Change City



Manhattan, MT

<u>Top: Legal and Financial</u>: Accounting and Bookkeeping

1 to 3 of 3 Find Near You

Business Name	Address	City	Phone
David Douglas - Douglas Tax	116 W Main St Ave S	Manhattan, MT	(406) 284-6068
& Accounting			
Gen Boman - Gen's	3700 Amsterdam Rd	Manhattan, MT	(406) 282-7521
Bookkeeping & Tax Svc		•	
Steve Hamilton CPA - Hamilton	L 105 S 5th	Manhattan, MT	(406) 284-3205
<u>& Co</u>			

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New search:	
	Search Now
search by: Business Name Yellow Pages Category	

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1998 WORLD CUP COVERAGE



Manhattan, MT

Change City

Top: Legal and Financial: Banks

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Manhattan State Bank

124 S Broadway

Manhattan, MT

(406)

284-3255

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New search:	
	Search Now
search by: Business Name Yellow Pages Category	

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Manhattan, MT Change City

Top: Legal and Financial: Insurance: All

1 to 3 of 3 Find Near You

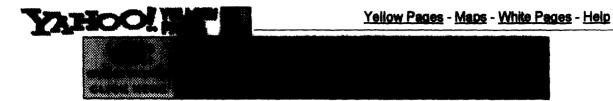
Business Name	Address	City	Phone
Doug Hamilton - Three Valleys	118 E Railraod Ave S	Manhattan, MT	(406) 284-3263
Insurance			
John P Steele - New York Life	122 W Main St	Manhattan, MT	(406) 284-3241
Insurance			
Rodger Torrenga -	124 S Broadway	Manhattan, MT	(406) 284-3228
Fenno-Mulder Agency			

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Search Now

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Top: Education and Instruction: Preschools

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Manhattan Christian School

8000 Churchill Rd

Manhattan, MT

(406)

282-7261

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		Search Now
search by: Business Name	O Yellow Pages Category	

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MAR MICK	7 7	Audiobooks Mg	
Car Keys	Map Book	For 1¢	
Manhattan, MT			Change City
Top : Entertainment a	nd Arts : Bars, Pubs,	and Clubs : All	
1 to 2 of 2 Find Near Y	<u>ou</u>		
Business Name	Address	City	Phone
Broken Arrow	208 E Railroad Ave N	Manhattan, MT	(406) 284-3353
Land Of Magic Dinner Club	11060 Front St	Manhattan, MT	(406) 284-3794
Beyond Manhattan			
New s	search:		
		Search N	low

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search by: Business Name Yellow Pages Category





HURRY - Brand name computers with warranties!

Manhattan, MT

Amsterdam General Store

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Top: Food and Dining: Grocery Stores

1 to 2 of 2 Find Near You

Business Name

Address

City

Manhattan, MT

Phone

(406)

282-7223

L & F Food Farm

106 E Railroad Ave S

6680 Amsterdam Rd

Manhattan, MT (406)

284-3221

Order Food Online

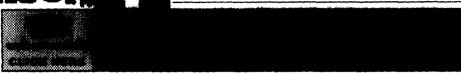
Order Food Online

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Manhattan, MT

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<u>Top</u>: <u>Food and Dining</u>: <u>Restaurants</u>: All Other Restaurants

1 to 6 of 6 Find Near You

Business Name	Address	City	Phone	Order Food Online
Cafe On Broadway	112 S Broadway	Manhattan, MT	(406) 284-3017	
Casa Margarita's	214 W Railroad Ave S	Manhattan, MT	(406) 284-3238	Order Food Online
Garden Cafe	107 S Broadway	Manhattan, MT	(406) 284-3366	
Land Of Magic Dinner Club	11060 Front St	Manhattan, MT	(406) 284-3794	
Monkey Don's Rib Joint	122 E Railroad Ave S	Manhattan, MT	(406) 284-3144	
Sir Scott's Oasis	W Main St	Manhattan, MT	(406) 284-6929	

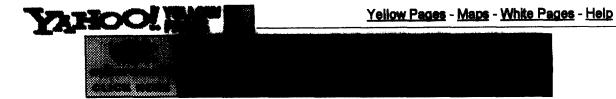
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Manhattan, MT Change City

<u>Top</u>: <u>Health and Medicine</u>: <u>Care Providers</u>: <u>Clinics and Practices</u>: All 1 to 6 of 6 <u>Find Near You</u>

Business Name	Address	City	Phone
Churchill Retirement Home	6151 Shady Rest St	Manhattan, MT	(406) 282-7233
Eugene Krebsbach MD - Gallatin Valley Family Clinics	207 S 6th St	Manhattan, MT	(406) 284-6956
Gregory P Hoell DC - Bozeman Back & Neck Clinic	114 W Railroad Ave	Manhattan, MT	(406) 284-3246
Patricia Moran MD - Gallatin Valley Family Clinics	207 S 6th St	Manhattan, MT	(406) 284-6956
Robert Jackson MD - Gallatin Valley Family Clinics	207 S 6th St	Manhattan, MT	(406) 284-6956
Spain Daniel L DDS	118 S 4th St	Manhattan, MT	(406) 284-3251

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search by: Business Name Yellow Pages Category	

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Truvelocal	7	

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<u>Top</u>: <u>Travel and Transportation</u>: <u>Hotels and Lodging</u>: Hotels and Motels

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

M T Motel

122 E Railroad Ave S

Manhattan, MT

(406)

284-3260

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Top: Travel and Transportation: Hotels and Lodging: Other

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Twin Rivers Ranch

1300 Twinn Rivers Cutoff

Manhattan, MT

(406)

284-6485

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Top: Travel and Transportation: Travel Agents

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

All Fly Away Travel Agency

13890 Churchill Rd

Manhattan, MT

(406)

282-7919

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Change City

Top: Real Estate: Vacation Rentals

1 to 1 of 1 Find Near You

Little Colt Palace Guest House

Business Name

Address

311 Spaulding Dr

City

Phone

Manhattan, MT

(406)

284-3208

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<u>Top</u>: <u>Recreation and Sports</u>: <u>Outdoors</u>: <u>Camping</u>: Campgrounds

1 to 1 of 1 Find Near You

Business Name

Address

City

Phone

Manhattan Camper Court-Trailer 9110 Wooden Shoe Ln

Manhattan, MT

(406) 284-6930

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